

Restricted



RICHARD MILLE

Press Release

Louvre Abu Dhabi and Richard Mille Create New Exhibition and Art Prize to Showcase Rising Contemporary Art Talent

Region's leading museum expands its universal story into the present to promote and support the best of today's global artistic output

Abu Dhabi, UAE, 14 July 2021: Louvre Abu Dhabi and Swiss watchmaking brand Richard Mille have jointly announced the launch of a new annual exhibition – to be called *Louvre Abu Dhabi Art Here* – and the creation of The Richard Mille Art Prize, with the aim of promoting the best of contemporary art. For its inaugural year, the exhibition and prize will shine a spotlight on Emirati and UAE-based artists as part of the UAE's wider 50-year Jubilee celebrations.

Louvre Abu Dhabi Art Here will be an exciting new international exhibition which will serve as an annual platform to showcase contemporary artists working in a variety of media. Each year the exhibition will see four to six artists selected through an open call for proposals, with each exhibiting their artwork in the Forum, a space of interaction and exchange within Louvre Abu Dhabi dedicated to contemporary art. *Louvre Abu Dhabi Art Here 2021* will take place in November of this year.

Following their submissions, one of the chosen artists will be awarded The Richard Mille Art Prize, with the announcement of the winner to take place in a ceremony organised at Louvre Abu Dhabi. The annual cash reward of US\$50,000 will be part of a ten-year commitment between the museum and Richard Mille.

"The announcement of the creation of The Richard Mille Art Prize and the *Louvre Abu Dhabi Art Here* exhibition is the latest reminder that Abu Dhabi is accelerating its support and promotion of local creative talent, while simultaneously cementing its position as an attractive and inspiring destination for global creatives," said **HE Mohamed Khalifa Al Mubarak, Chairman of the Department of Culture and Tourism – Abu Dhabi**. "We already know that world-class artists live among us. This new prize and accompanying exhibition will serve to spotlight the best of current UAE artistic talent in a year where our nation is both celebrating 50 years of achievement and looking forward to the next 50."

Today's open call for proposals invites submissions from Emirati and UAE-based artists around the theme of 'Memory, Time and Territory'. This theme has particular resonance in the context of the UAE's Jubilee celebrations, allowing artists to reflect on the country's legacy as a territory where questions of past, present and future combine and overlap. Proposals may be submitted until 31 August. The shortlist of candidates will be selected by a jury of international art experts, to be announced at a later date.

Peter Harrison, CEO of Richard Mille EMEA, said, "In a few short years, Louvre Abu Dhabi has become one of the most iconic art museums in the world. Richard Mille and Louvre Abu Dhabi are both built upon the tenets of excellence in innovation, artistry, mastery and

This material is distributed by Brunswick Group LLC on behalf of the Department of Culture and Tourism – Abu Dhabi. Additional information is on file with the FARA Registration Unit of the Department of Justice, Washington, DC.

Restricted

savoir-faire. As an avid art collector, I have long been inspired by the visionary perspectives brought to light by contemporary artists. Therefore, I'm especially proud to see this collaboration between Louvre Abu Dhabi and Richard Mille come to life, dedicated to nurturing the next generation of artistic talent. The Richard Mille Art Prize will redefine the benchmarks of contemporary creativity, with a goal to offer exceptional artists the opportunity to create a new dimension of their potential."

"Our partnership with Richard Mille represents a mutual, long-term commitment to supporting contemporary artistic talent within the UAE and this region, while connecting Louvre Abu Dhabi to its territory," **said Manuel Rabaté, Director of Louvre Abu Dhabi**. "We aim to provide these artists with a highly visible platform from which to come together and showcase their work to both our community and the global audience. This initiative also represents a decisive step forward by Louvre Abu Dhabi into the arena of contemporary art, as we further expand on our mission to shine a light on the cultural connections which unite us all."

The announcement of the winner of the inaugural *Louvre Abu Dhabi Art Here 2021* and The Richard Mille Art Prize will run parallel to the UAE's cultural season, which is made up of Dubai Expo 2020, Abu Dhabi Art, Dubai Design Week and Art Dubai; an exciting addition to a growing local calendar celebrating modern-day creativity. *Louvre Abu Dhabi Art Here 2021* exhibition will run from November 2021 to March 2022.

For more information about The Richard Mille Art Prize and *Louvre Abu Dhabi Art Here 2021*, please visit www.louvreabudhabi.ae.

-ENDS-

ABOUT LOUVRE ABU DHABI

Created by an exceptional agreement between the governments of Abu Dhabi and France, Louvre Abu Dhabi was designed by Jean Nouvel and opened on Saadiyat Island in November 2017. The museum is inspired by traditional Islamic architecture and its monumental dome creates a rain of light effect and a unique social space that brings people together.

Louvre Abu Dhabi celebrates the universal creativity of mankind and invites audiences to see humanity in a new light. Through its innovative curatorial approach, the museum focuses on building understanding across cultures: through stories of human creativity that transcend civilisations, geographies and times.

The museum's growing collection is unparalleled in the region and spans thousands of years of human history, including prehistoric tools, artefacts, religious texts, iconic paintings and contemporary artworks. The permanent collection is supplemented by rotating loans from 13 French partner institutions, regional and international museums.

Louvre Abu Dhabi is a testing ground for new ideas in a globalised world and champions new generations of cultural leaders. Its international exhibitions, programming and Children's Museum are inclusive platforms that connect communities and offer enjoyment for all.

ABOUT RICHARD MILLE

This material is distributed by Brunswick Group LLC on behalf of the Department of Culture and Tourism – Abu Dhabi. Additional information is on file with the FARA Registration Unit of the Department of Justice, Washington, DC.

Restricted

From the very inception of the brand in 2001, Richard Mille's approach to watchmaking has always centered on releasing the watch from its restricted role as a mere tool for timekeeping, augmenting and extending its visual potential by placing it directly in the crosshairs of design, art, sculpture and architecture. Today, 20 years later, the Richard Mille watch collection now comprises of more than eighty models, each designed and produced with the same passion, uncompromising principles and visionary aesthetics that guided Richard Mille's first creation.

Richard Mille's watches are marvels of technology designed specifically for those with a keen appreciation and love for fine Swiss watchmaking, playing up the full possibilities of three-dimensional space, defined by both the volume of the watchcase and the movement itself. Within these highly confined areas spanning just a few centimeters that serve as a blank canvas for horological creativity.

This assimilation of watchmaking to artistic endeavors is also reflected in the company's close connections with the arts. The brand's partnerships in support of contemporary art and artists include sponsorship of the Palais de Tokyo in Paris; collaborations with choreographer Benjamin Millepied, composer Thomas Roussel, and street artist Kongo and acquisition of Éditions Cercle d'Art, a publishing house created with the support of Pablo Picasso in the 1950s.

For more about Richard Mille please visit richardmille.com

ABOUT THE DEPARTMENT OF CULTURE AND TOURISM – ABU DHABI

The Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) drives the sustainable growth of Abu Dhabi's culture and tourism sectors, fuels economic progress and helps achieve Abu Dhabi's wider global ambitions. By working in partnership with the organisations that define the emirate's position as a leading international destination, DCT Abu Dhabi strives to unite the ecosystem around a shared vision of the emirate's potential, coordinate effort and investment, deliver innovative solutions, and use the best tools, policies and systems to support the culture and tourism industries.

DCT Abu Dhabi's vision is defined by the emirate's people, heritage and landscape. We work to enhance Abu Dhabi's status as a place of authenticity, innovation, and unparalleled experiences, represented by its living traditions of hospitality, pioneering initiatives and creative thought.

This material is distributed by Brunswick Group LLC on behalf of the Department of Culture and Tourism – Abu Dhabi. Additional information is on file with the FARA Registration Unit of the Department of Justice, Washington, DC.



